

# I-90/94 Challenge

August 1-4, 2014



# I-90/94 Challenge Video



# History

- IACP State and Provincial Police & NHTSA
- 2013
  - I-80, I-5, I-10, I-40
  - 18 days
  - 9,296 miles of highway
  - 45,000 enforcement contacts
  - Iowa State Patrol, California Highway Patrol, Washington State Patrol, Florida Highway Patrol and the Tennessee Highway Patrol



# History

- 2014
  - I-90/94, I-95, I-75, I-40
  - 22 days of high visibility
  - 11,941 highway miles
  - 50,000 enforcement contacts
  - Minnesota State Patrol, Florida Highway Patrol, Delaware State Police, and the Tennessee Highway Patrol



# Concept



- Invited 15 states to participate
  - 190 States: MN, WA, ID, MT, WY, SD, WI, IL, IN, OH, PA, NY and MA
  - 194 States: MN, MT, ND, IL, IN and MI
- To measure and direct education and key enforcement



# Partnerships

- Clear public and media messaging
  - Material provided by NHTSA, IACP S & P, federal and state partners
  - **#9094Challenge** on *Thunderclap*, *Facebook* and *Twitter*
  - Media involvement before, during and after
- High visibility enforcement
  - Involvement of state, county and local police partners
  - Inclusion of corridors to I-90 and I-94
- Data-driven selection of dates
  - NHTSA and state analysis data



# Goals

- Zero Fatalities during 4-day period
- Cut all crashes by half
- Fewer than 69 injury crashes
- Fewer than 263 total crashes
- Fewer than 6 alcohol related crashes
- Fewer than 29 crashes involving CMV







# Results

- Minnesota
  - Zero Fatalities
  - 4,660 traffic enforcement contacts
  - 84 crashes
  - 44 impaired driving arrests
  - 8 alcohol related crashes
  - 7 CMV involved crashes



# Results

- Nationwide results
  - 2 Fatalities
  - 21,214 traffic enforcement contacts
  - 427 crashes
  - 154 impaired driving arrests
  - 18 alcohol related crashes
  - 29 CMV involved crashes



# Results

	MN	ALL
Crashes Investigated	84	427
Fatal Crashes	0	2
Alcohol Involved Crashes	8	18
Traffic Stops	4,660	14,267
Drug Related Arrests	41	271
Citations and Written Warnings Issued	6,360	21,214
Impaired Driving Arrests	44	154
Seatbelt/Child Restraint Citations and Warnings	390	1,046
OOS Drivers	84	215
CMV Inspections	462	1,690
OOS Vehicles	146	392
CMV Involved Crashes	7	29
CMV Citations and Written Warnings Issued	1,459	3,776



# Future

- 2015 highways
  - I-35
  - I-80
  - Iowa State Patrol will be lead agency
- Minnesota State Patrol will continue to lead, promote and support new innovative ways to reduce traffic fatalities to ZERO!

